

**IN THE CLAIMS:**

Please CANCEL claims 18-21 and 24-27 without prejudice or disclaimer.

Please AMEND claims 17, 22, 23, 28 and 29 in accordance with the following:

1-16. (Cancelled).

17. (Currently Amended) A method for electronically mediating an online gift before a sender places an order for a recipient, the method comprising:

providing both gift information on the online gift suitable and not suitable for at least the recipient to the sender prior to receiving order information from the sender, the gift information being served as a criterion for the sender to select the online gift;

displaying order information related to the online gift received from the sender to the recipient, the order information being information on the online gift and a delivery of the online gift;

changing the order information when the recipient selects to change the order information; and

displaying the changed order information to the sender; and

accumulating the order information and a changed order information,

wherein the gift information is generated on the accumulated order information or changed order information.

18. (Cancel)

19. (Cancel)

20. (Cancel)

21. (Cancel)

22. (Currently Amended) A computer product that implements on a computer a method for electronically mediating an online gift before a sender places an order for a recipient, the method comprising:

providing both gift information on the online gift suitable and not suitable for at least the recipient to the sender prior to receiving order information from the sender, the gift

information being served as a criterion for the sender to select the online gift;

displaying order information related to the online gift received from the sender to the recipient, the order information being information on the online gift and a delivery of the online gift;

changing the order information when the recipient selects to change the order information; ~~and~~

displaying the changed order information to the sender; and

accumulating the order information and a changed order information,

wherein the gift information is generated on the accumulated order information or changed order information.

23. (Currently Amended) A server for electronically mediating online gift before a sender places an order for a recipient, comprising:

a gift information providing unit that provides both gift information on the online gift suitable and not suitable for at least the recipient to the sender prior to receiving order information from the sender, the gift information being served as a criterion for the sender to select the online gift;

an order information displaying unit that displays an order information related to the online gift received from the sender to the recipient, the order information being information on the online gift and a delivery of the online gift;

an order information changing unit that changes the order information changed by the recipient when the recipient selects to change the order information; ~~and~~

a changed order information displaying unit that displays the changed order information to the sender; and

an order information accumulating unit that accumulates the order information and a changed order information,

wherein the gift information is generated on the accumulated order information or changed order information.

24. (Cancel)

25. (Cancel)

26. (Cancel)

27. (Cancel)

28. (Currently Amended) An apparatus for electronically mediating an online gift before a sender places an order for a recipient, the apparatus comprising:

means for providing both gift information on the online gift suitable and not suitable for at least the recipient to the sender prior to receiving order information from the sender, the gift information being served as a criterion for the sender to select the online gift;

means for displaying order information related to the online gift received from the sender to the recipient, the order information being information on the online gift and a delivery of the online gift;

means for changing the order information when the recipient selects to change the order information; ~~and~~

means for displaying the changed order information to the sender; and

means for accumulating the order information and a changed order information, wherein the gift information is generated on the accumulated order information or changed order information.

29. (Currently Amended ) A method comprising:

electronically mediating an online gift before a sender places an order for a recipient, said electronically mediating comprising

providing both gift information on the online gift suitable and not suitable for at least the recipient to the sender prior to receiving order information from the sender, the gift information being served as a criterion for the sender to select the online gift;

displaying order information related to the online gift received from the sender to the recipient, the order information being information on the online gift and a delivery of the online gift;

changing the order information when the recipient selects to change the order information; ~~and~~

displaying the changed order information to the sender; and

accumulating the order information and a changed order information, wherein the gift information is generated on the accumulated order information or changed order information.